

ZYLTER *TECH BUILDER* DEVELOPMENT + ADOPTION SUPPORT

ZYLTER



Capability Brief

Zylter puts emerging technology to work in industry

We work with a range of emerging technologies to develop and expand field-ready tech solutions:



Unmanned Aerial Vehicles / Drones



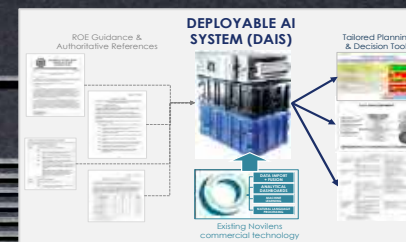
Autonomous Ground Vehicles



Extended Reality



IoT / Connected Devices



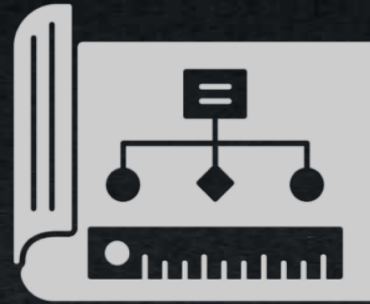
Artificial Intelligence & Machine Learning

We are tech adoption experts that connect *Tech Builders* and *Tech Seekers* through...



ANALYSIS

Systematic and investor-focused research to identify, assess and prioritize your tech needs or markets.



STRATEGY

Design and guiding of long-term planning, growth and execution for commercial technology development and adoption.



IMPLEMENTATION

Project management and organizational C-Level support to create, launch and expand your tech solutions.

OUR PASSION: Addressing industrial needs through adoption of emerging technologies

ZYLTER MULTI-
FUNCTIONAL
APPROACH



We are passionate about putting emerging technologies to work in industry. We understand both the technology and its implications for operations.

Our multi-functional approach enables companies to develop, find and adopt emerging technologies that work for their complex operations.

OUR APPROACH: Developing emerging tech use cases

Organizations use technology as part of sociotechnical systems (STS) that drive the need for and impacts of effective tech solutions.

- 1 EMERGING TECHNOLOGY
- 2 TASKS + PROCESSES
- 3 ORGANIZING STRUCTURE
- 4 USERS / WORKFORCE
- 5 OPERATING ENVIRONMENT

Zylter provides expertise, experience and approach to systematically understand and address each STS use case.

Zylter Sociotechnical Systems (STS) Approach for Industrial Tech Adoption



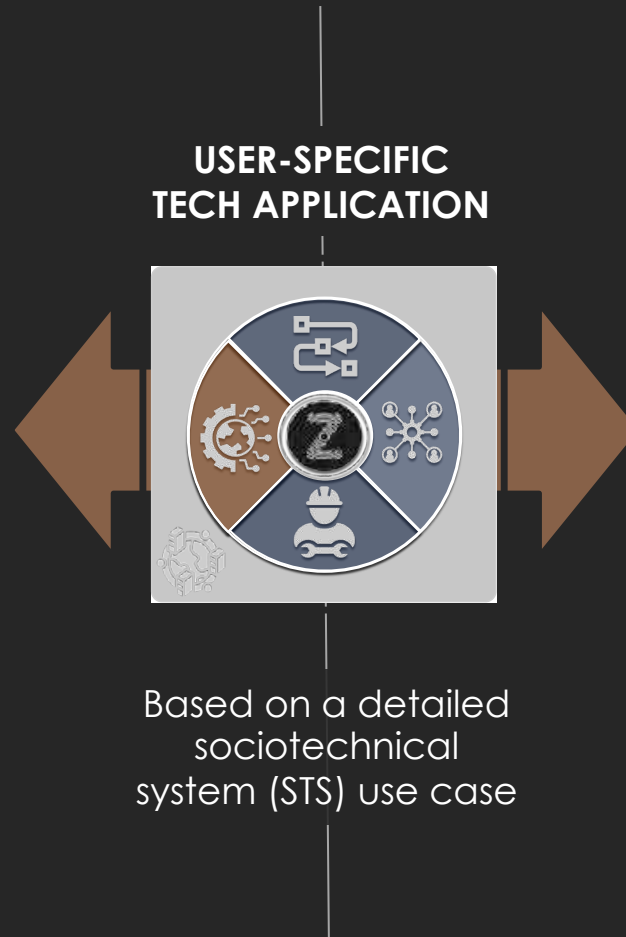
OUR MISSION: To connect *Tech Seekers* with *Tech Builders* to address strategic use cases

Tech Seekers

Innovative commercial and Governmental organizations seeking tech-focused solutions to improve operations and address strategic opportunities.

Zylter provides *Tech Seekers* expertise and a systematic approach to:

- ✓ Identify / assess technology options
- ✓ Identify and prioritize solution requirements
- ✓ Develop an implementation strategy
- ✓ Address long-term impacts for workforce and organization



Tech Builders

Growth companies seeking to design, develop and scale innovative tech solutions for industrial and defense applications.

Zylter helps *Tech Builders* by providing expertise and support:

- ✓ Identify and assess market opportunities for core tech solutions
- ✓ Identify and address key application requirements
- ✓ Solution development strategy and support
- ✓ Create infrastructure and processes for long-term growth

OUR WORK: Zylter clients + partners



OUR CAPABILITIES:

Key expertise + capability areas



Business & Product Strategy

Our Chief Strategy Officer (CSO) and Strategic Implementation Team (SIT) resources provide cross-functional expertise to guide sustained emerging tech strategy development, implementation and support.



Innovation Strategy

We have significant experience helping design, implement and support innovative solutions *Tech Seekers* to improve operations and address new opportunities. Our approach is built on a clear methodology, domain experience and technical expertise.



User Requirements

Our user researchers work along side our strategists and designers to identify insights that inform the design process from the perspective of the end user through both Quantitative and Qualitative research.



Technical Requirements Analysis

Through years of industrial technology assessments and product development we have development resources and methodologies to identify and prioritize solution requirements. These resources and experience enable us to develop product strategies based on rigorous analysis and deep understanding of the industrial use case.



Operating Environment Analysis

Through our field experience and expertise we understand the implications of operating conditions for technology design and employment. We send cross-functional to the field for structured assessment of your operational environment and identify key implications for solution design.



Technology Scouting + Assessment

We provide analysis and frameworks to systematically identify, evaluate and map technology-based solutions. This analysis enables our *Tech Seeker* clients to visualize available technology solutions and understand their implications for operations.



Solution Design

We lead design sprints and focused events to apply information from analyses and subject-matter expert input. Our design process guides systematic identification, assessment, refinement and documentation of solution design for prototyping, implementation and iteration.



Solution Prototyping & Testing

Our teams apply outputs from requirements analysis and solution design input to develop solution prototypes for high-fidelity user testing and iteration. These prototypes include mock-ups, wire-frames and fully functional prototypes.



Proposal + Tender Development

We have significant experience finding, assessing and designing compelling responses to Government and commercial tenders or requests for proposals (RFPs). Proposal development includes detailed task execution planning, cost analysis and final proposal development.



Field Implementation Support

Through years of product development we've built relationships with numerous manufacturers in the US and overseas. These relationships provide flexibility and expertise in client product delivery. Our on-site experts oversee production efforts and respond to issues as they occur, ensuring the highest project yields.

OUR RESOURCES: A free library of practical information

visit the Zylter [website](#) for
more information + resources



Finding + Procuring
Emerging Technology: A
Guide for Industry Leaders

[[download full guidebook](#)]



Implementing Autonomous
Vehicles in Commercial
Operations

[[download full brief](#)]



Strategic Planning for
Autonomous Vehicles:
A Guide for Executive
Leaders

[[download full brief](#)]



Strategic Trends in
Intermodal Logistics and
Rail Technology

[[download full brief](#)]



NEXT STEPS: How we can help

- ❑ **Identify strategic innovation goals and tech-enabled outcomes**
 - Based on strategic plans and competitive environment
- ❑ **Determine actions and timeline required to address innovation goals**
 - See the [Zylter Tech Adoption Journey Map](#)
 - Contact us for a free working consultation
- ❑ **Develop a plan for adoption milestone achievement**
- ❑ **Integrate external expertise and support where essential**
 - Contact us at solution_design@Zylter.com

Create. Technology. Zylter.

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ZYLTER TECH ADOPTION METHODOLOGY + PORTFOLIO EXAMPLES



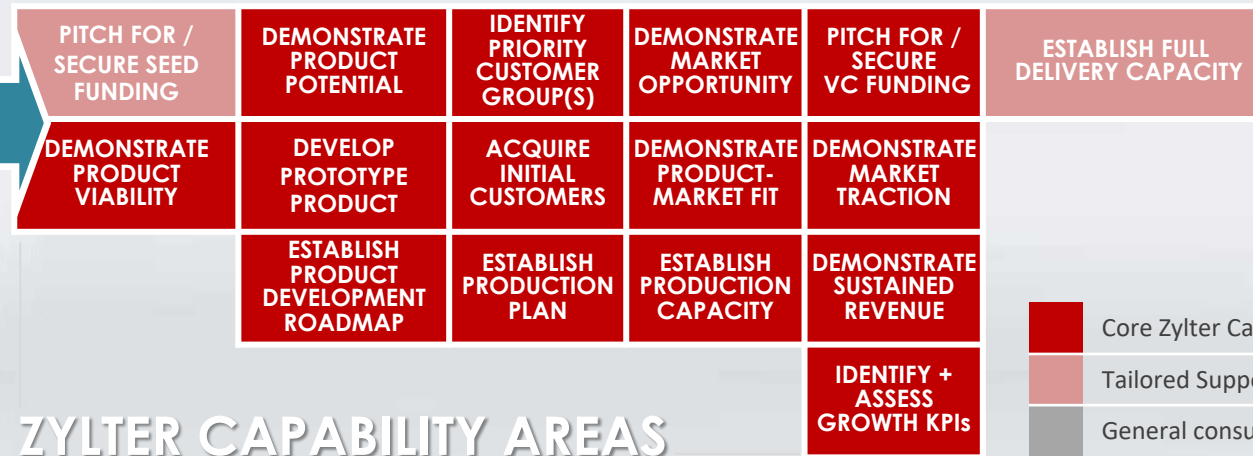
ZYLTER TECH BUILDER GROWTH MAP

LIFE-CYCLE PHASE	FORMATION		VALIDATION				GROWTH		
	MISSION>VISION>STRATEGY		LEAN STARTUP				SCALE UP		
BUSINESS PHASE	IDEATE	CONCEPTUALIZE	COMMIT	VALIDATE			SCALE	ESTABLISH	
DEVELOPMENT STAGE	IDEA FORMATION		MINIMUM VIABLE PRODUCT DEVELOPMENT	ITERATE, REFINE + PIVOT (as needed)	ESTABLISH + STRENGTHEN PROCESSES + CHANNELS			SCALE PROCESSES + CHANNELS	
TECHNOLOGY READINESS LEVEL	TRL 1: Basic principles observed & reported	TRL 2: Technology concept and/or application formulated	TRL 5: Initial Testing of Integrated/Semi-Integrated System	TRL 6: Prototype System Verified	TRL 7: Integrated Pilot System Demonstrated		TRL 8: System Incorporated into Final Commercial Design	TRL 9: Full System Commercial Deployment	
MANUFACTURING READINESS LEVEL	MRL 1-3: Pre-Materiel Development Decision		MRL 5: Technology Maturation and Risk Reduction (TMRR)	MRL 6: Technology Maturation and Risk Reduction (TMRR)	MRL 7: Engineering & Manufacturing Development (EMD)	MRL 8: Engineering & Manufacturing Development (EMD)	MRL 9: Low-Rate Initial Production (LRIP)	MRL 10: Full Rate Production	
FUNDING STAGE	PRE-SEED FUNDING		SEED FUNDING	VC ROUND 1 SERIES A		VC ROUND 2 SERIES B			
FUNDING SOURCE	GRANTS + PERSONAL MONEY			VENTURE CAPITAL		VENTURE CAPITAL			
LEVEL OF BUSINESS VALIDATION	PROBLEM-SOLUTION FIT			PRODUCT-MARKET FIT		BUSINESS MODEL-MARKET FIT			
KEY GROWTH MILESTONES	DESCRIBE INITIAL CONCEPT		PITCH FOR / SECURE SEED FUNDING	DEMONSTRATE PRODUCT POTENTIAL	IDENTIFY PRIORITY CUSTOMER GROUP(S)	DEMONSTRATE MARKET OPPORTUNITY	PITCH FOR / SECURE VC FUNDING	ESTABLISH FULL DELIVERY CAPACITY	MEASURE + CONTROL PROCESSES
	DEMONSTRATE CONCEPT POTENTIAL		DEMONSTRATE PRODUCT VIABILITY	DEVELOP PROTOTYPE PRODUCT	ACQUIRE INITIAL CUSTOMERS	DEMONSTRATE PRODUCT-MARKET FIT	DEMONSTRATE MARKET TRACTION	DEMONSTRATE SUSTAINED REVENUE	
	DEMONSTRATE CORE TEAM EXPERIENCE & CAPABILITIES			ESTABLISH PRODUCT DEVELOPMENT ROADMAP	ESTABLISH PRODUCTION PLAN	ESTABLISH PRODUCTION CAPACITY	DEMONSTRATE SUSTAINED REVENUE		
							IDENTIFY + ASSESS GROWTH KPIS		

ZYLTER TECH BUILDER PROJECT PORTFOLIO

Each portfolio example identifies the key growth milestones and Zylter capability areas addressed.

The following slides illustrate Zylter's extensive experience delivering high-quality analysis + support to meet growth milestones for a range of innovative Tech Builders.



Market Map for Commercial Extended Reality Applications

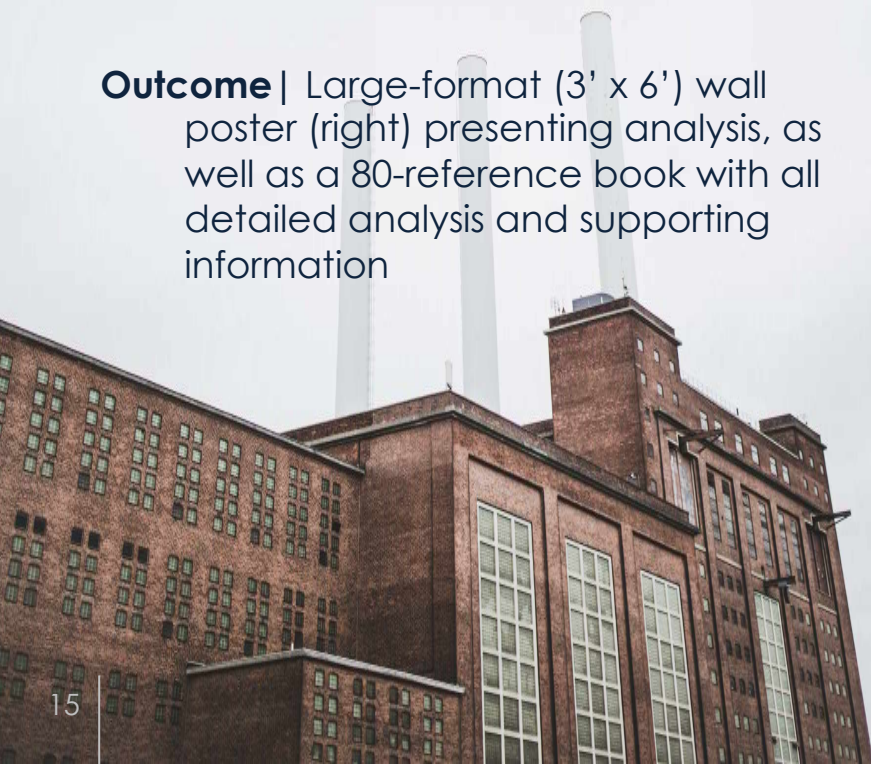
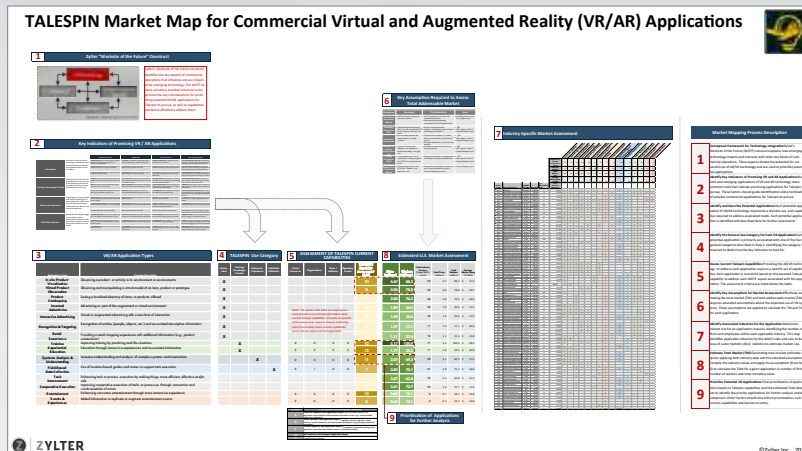
Concept | Provide systematic analysis for key elements of the Series-A pitch

Purpose | Provide analysis to guide strategic planning and support investor pitch

Method | Design and execution of systematic analysis with communication of information in a readily usable and compelling format

Outcome | Large-format (3' x 6') wall poster (right) presenting analysis, as well as a 80-reference book with all detailed analysis and supporting information

Talespin Market Map for Commercial AR/VR Applications



V-BAT Technical Proposal for Army Future Tactical UAS (FTUAS)

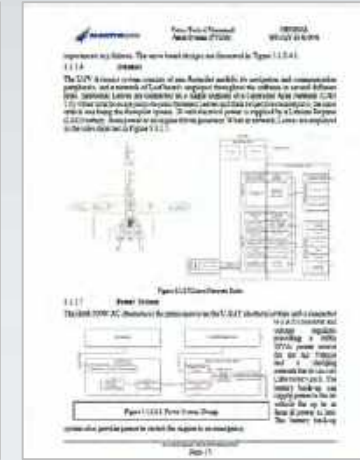
Concept | Develop, compile and format V-BAT technical info into a compelling and complete proposal

Purpose | Provide a competitive proposal emphasizing V-BAT capability and MUAV production capacity to meet Army acquisition requirements

Method | Develop and document V-BAT and MUAV capabilities consistent with DOD and industry standards, as well as proposal content specifications

Outcome | 200-page, five-volume proposal that won V-BAT inclusion in the final pool of aircraft tested for inclusion in U.S. Army acquisition and support contract worth \$18-mil

Talespin Market Map for Commercial AR/VR Applications



■ Core Zylter Capability Areas
■ Tailored Support Services
■ General consult areas



Project Example: NEXT Future Transportation investor development

Concept | Develop a compelling brief for potential investors and partners based on tech and strategic assessment

Purpose | Provide detailed information required to guide strategic development and secure investment

Method | Design and apply clear conceptual frameworks to articulate NEXT opportunity and development vision

Outcome | A compelling investor brief and supporting pitch deck based on Zylter analysis and design

Go-to-Market and Investment Strategy for NEXT Modular, Autonomous Transport



SaySo Smart Home as a Service (SHaaS) Design

Concept | Assess market opportunity and associated service requirements to address them

Purpose | Provide structured analysis to guide strategic SaySo investment and development

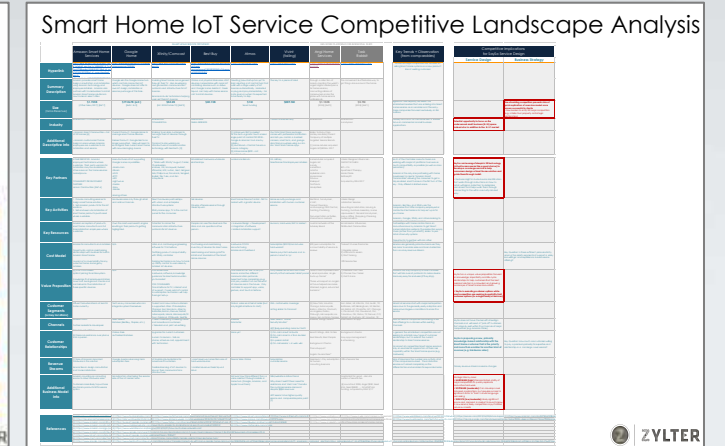
Method | Conduct market analysis, competitive landscape analysis and solution requirements identification

Outcome | An immediate and actionable strategy for investment and development to address priority market and competitive opportunities at scale

SHaaS User Journey & Service Requirements Map



Competitive Landscape Map



Deployable Artificial Intelligence System (DAIS) design & Integration

Concept | Apply existing Novi Systems artificial intelligence (AI) system to develop a rugged and deployable capability

Purpose | Provide the U.S. Navy with a rapidly-deployable capability for use on secure networks or in austere areas

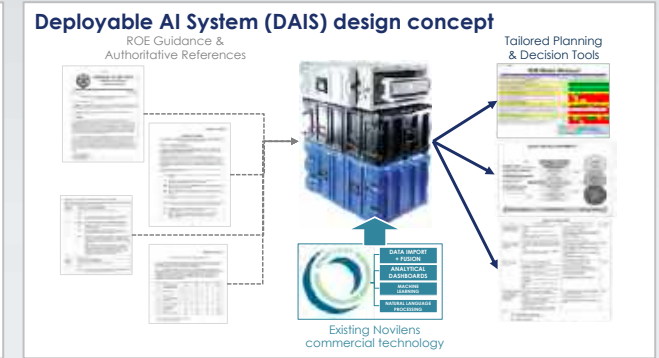
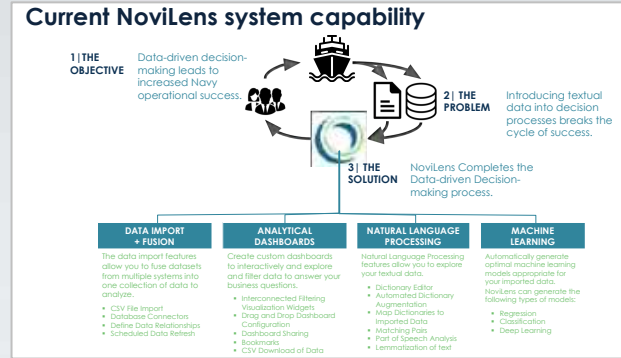
Method | Create program management plan for DAIS design, development, deployment and testing

Outcome | A detailed system design and program management plan for DAIS development and testing to meet Navy operational and technical requirements

Deployable Artificial Intelligence System (DAIS) core technology and integration concept



Technical & operational challenges DAIS addresses		
Technical Challenges	DAIS Capability	Operational Challenges
<ul style="list-style-type: none"> • Limited bandwidth availability at sea-based and forward operating locations • Limited IT infrastructure (power, bandwidth, etc.) • Limited / no network capabilities configuration • AI application in rugged, top environment (e.g., SCF environment) 	<ul style="list-style-type: none"> • Adaptable capability for robust AI-based and forward operating environment • Tailored "Yolov3" for NLP based on 800/1000 vocab • Tailored data import and export • User- and process-friendly graphical dashboards 	<ul style="list-style-type: none"> • Limited / available hardware configuration • Limited IT infrastructure (power, bandwidth, etc.) • AI application in rugged, top environment (e.g., SCF environment)



PITCH FOR / SECURE SEED FUNDING	DEMONSTRATE PRODUCT POTENTIAL	IDENTIFY PRIORITY CUSTOMER GROUP(S)	DEMONSTRATE MARKET OPPORTUNITY	PITCH FOR / SECURE VC FUNDING	ESTABLISH FULL DELIVERY CAPACITY
DEMONSTRATE PRODUCT VIABILITY	DEVELOP PROTOTYPE PRODUCT	ACQUIRE INITIAL CUSTOMERS	DEMONSTRATE PRODUCT-MARKET FIT	DEMONSTRATE MARKET TRACTION	
	ESTABLISH PRODUCT DEVELOPMENT ROADMAP	ESTABLISH PRODUCTION PLAN	ESTABLISH PRODUCTION CAPACITY	DEMONSTRATE SUSTAINED REVENUE	
				IDENTIFY + ASSESS GROWTH KPIs	



Martin UAV Market Map for DOD Drone Applications

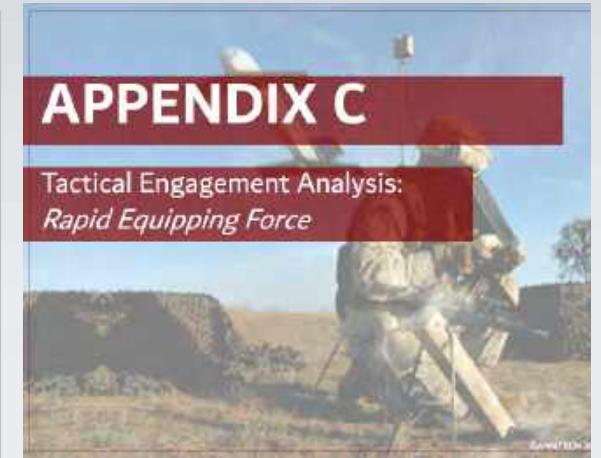
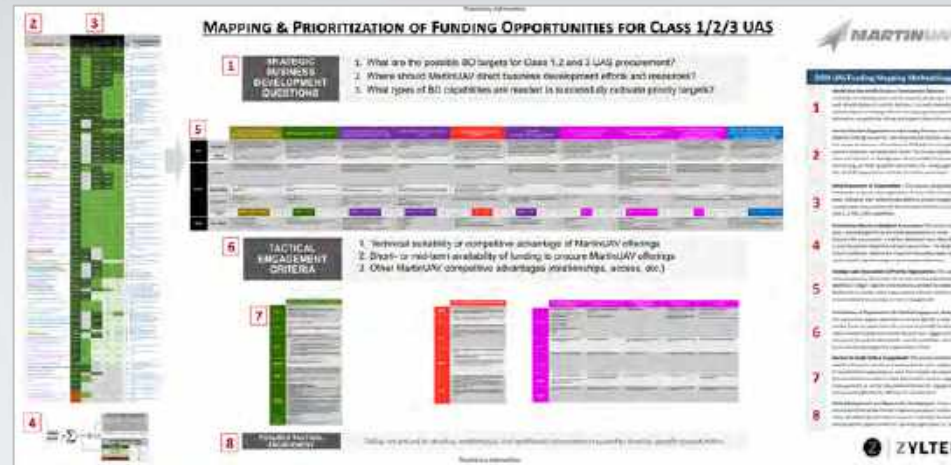
Concept | Identify, assess and prioritize sales opportunities for Martin UAV across the U.S. Department of Defense

Purpose | Provide structured information effectively focus client's strategic business development resources

Method | Synthesize publicly-available and subscription information to provide actionable summary of DOD UAS requirements and associated expenditures

Outcome | The DOD funding map synthesizes extensive current and historical information into a single "roadmap" to guide strategic business development for an emerging technology developer

Market Map of DOD Funding Opportunities for Unmanned Aerial Systems



PITCH FOR / SECURE SEED FUNDING	DEMONSTRATE PRODUCT POTENTIAL	IDENTIFY PRIORITY CUSTOMER GROUP(S)	DEMONSTRATE MARKET OPPORTUNITY	PITCH FOR / SECURE VC FUNDING	ESTABLISH FULL DELIVERY CAPACITY
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				IDENTIFY + ASSESS GROWTH KPIs	

Market analysis for Extended Reality for Insurance (XRI)

Concept | Determine market size and appropriate pricing for Talespin Extended Reality (XR) training package for the insurance industry

Purpose | Identify and prioritize training modules for development based on market size and pricing

Method | Design and apply detailed frameworks for market segmentation and a detailed pro forma to estimate current training costs by course

Outcome | Detailed prioritization of XR modules for development based on their commercial value

XR for Insurance Market Segmentation and Pricing Based on User Requirements



The revised TAM slightly larger due to group changes

Occupation	2022 TAM	2023 TAM	2024 TAM	2025 TAM	2026 TAM	2027 TAM	2028 TAM	2029 TAM	2030 TAM
1	1,085,129	1,141,991	1,198,853	1,255,715	1,312,577	1,369,439	1,426,301	1,483,163	1,540,025
2	1,085,129	1,141,991	1,198,853	1,255,715	1,312,577	1,369,439	1,426,301	1,483,163	1,540,025
3	1,085,129	1,141,991	1,198,853	1,255,715	1,312,577	1,369,439	1,426,301	1,483,163	1,540,025
4	1,085,129	1,141,991	1,198,853	1,255,715	1,312,577	1,369,439	1,426,301	1,483,163	1,540,025
5	1,085,129	1,141,991	1,198,853	1,255,715	1,312,577	1,369,439	1,426,301	1,483,163	1,540,025
6	1,085,129	1,141,991	1,198,853	1,255,715	1,312,577	1,369,439	1,426,301	1,483,163	1,540,025
7	1,085,129	1,141,991	1,198,853	1,255,715	1,312,577	1,369,439	1,426,301	1,483,163	1,540,025
8	1,085,129	1,141,991	1,198,853	1,255,715	1,312,577	1,369,439	1,426,301	1,483,163	1,540,025
9	1,085,129	1,141,991	1,198,853	1,255,715	1,312,577	1,369,439	1,426,301	1,483,163	1,540,025
10	1,085,129	1,141,991	1,198,853	1,255,715	1,312,577	1,369,439	1,426,301	1,483,163	1,540,025

Market sizing by XR for Insurance user groups

Group Description	BLS Job Code	Job Title	Insurance Carrier Industry (NAICS 254000)	The Rest of Economy
PRIMARY USERS Occupations for which XRI replicates key tasks that the user is required to maintain proficiency in and execute as part of routine job functions	13-1032	Claims Adjusters, Examiners & Investigators	977k - 1028k	108k - 114k
	21-3021	Insurance Sales Agents		
	23-9041	Insurance Claims and Policy Processing Clerks		
	11-1000	Management Occupations		
	11-5000	Management Occupations		
Total Primary Group Size (Persons)				
1,085,129 - 1,141,991				
SECONDARY USERS Occupations for which XRI does not replicate key job tasks, but does provide information (e.g. data, task models, etc.) to inform key tasks the user is required to execute			490k - 526k	Not include in FP Market Count
			528k - 553k	Not include in FP Market Count
SUPPORTING USERS Occupations that require access to XRI in order to provide technical support, training administration or other enabling support				
Not Applicable Occupations that will not use, support or otherwise interact with the XRI platform			Not include in FP Market Count	Not include in FP Market Count

Figures revised based on job code changes

XR PRICING PRO FORMA SUMMARY DASHBOARD

MODULE OVERVIEW				
TOTAL MODULES IN PRO FORMA	202			
CURRENT PRO FORMA CASE STATISTICS				
NUMBER OF TRAINING MODULES INCURRED (Per Name Column C)	TOTAL TRAINING HOURS (Per Name Column E)	TOTAL COST (Per Name Column F)	TOTAL COST FOR TRAINING DELIVERY	TOTAL COST FOR TRAINING LOCATION
181	496	\$ 44,034	\$ 30,869	\$ 13,165
MODULE COUNT BY DELIVERY METHOD (for current pro forma case)				
Live Facilitated Instruction	Virtual Facilitated Instruction	Self-Guided Study Analysis	Static Computer-Based Training	Interactive Computer-Based Training
23	33	12	100	0
Live Problem-Based Task Execution	Live Social / Group Interaction	Virtual Social / Group Interaction	Virtual Interactive Training Simulation	Blended Training
0	0	0	0	0
MODULE COUNT BY DELIVERY LOCATION (for current pro forma case)				
Learning Center	Learning Home Office	Customer Campus		
0	3	192		
MODULE COUNT BY TRAINING FREQUENCY (for current pro forma case)				
Initial	Annual (once per year, other initial year)	Intermittent	Total Module Hours	
202	1	0	204	



UMTS Concept for Autonomous Transportation

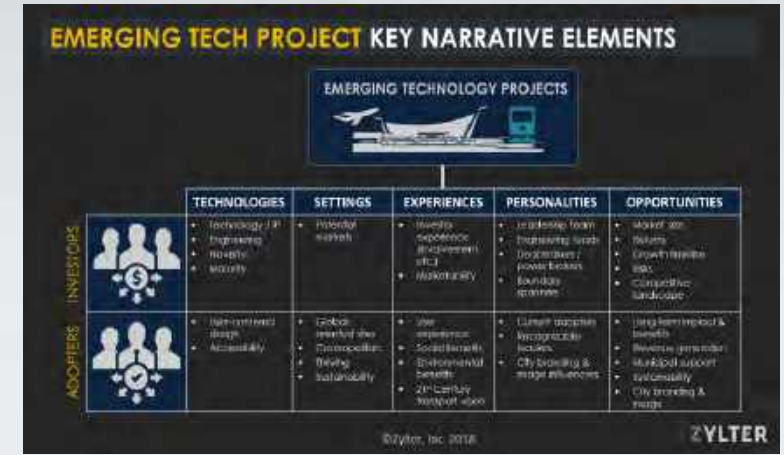
Concept | Develop concept and specific options for tech-enabled marketing to support autonomous vehicle roll-out

Purpose | Provide a structure and concept for marketing resources ot effectively engage potential global adopters and investors

Method | Design a set of options based on market research of innovative methods to generate global awareness for similar technologies

Outcome | UMTS received a scalable and iterative plan to identify and pursue the most promising and appropriate alternatives

UMTS Tech-Enabled Media Engagement Strategy



KettleSpace Use Case and KPI Collection Strategy

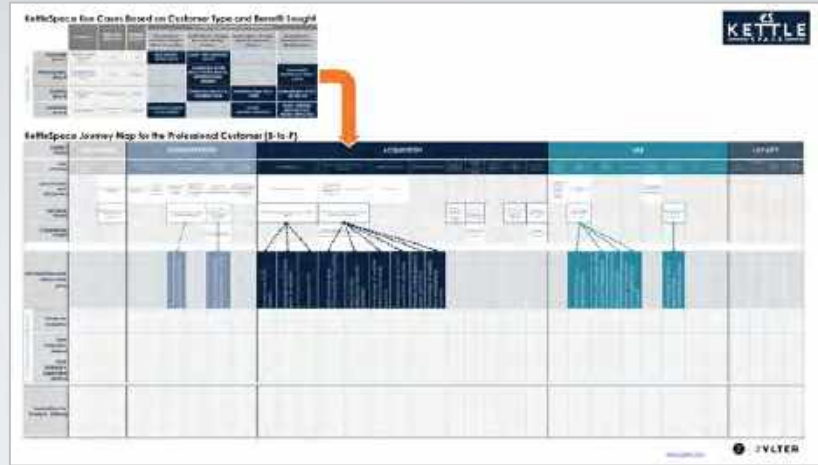
Concept | Systematically identify the Key Performance Indicators (KPIs) and required collection methods to measure and guide KettleSpace growth

Purpose | Provide a plan for collection of KPIs based on a detailed understanding of user actions and needs

Method | Develop a detailed “journey map” for each discrete user group that identifies specific actions, needs and associated KPIs

Outcome | The large-format journey map provides KettleSpace leadership a detailed framework to demonstrate product-market fit and KPIs to measure growth

KettleSpace Use Case and KPI Crosswalk



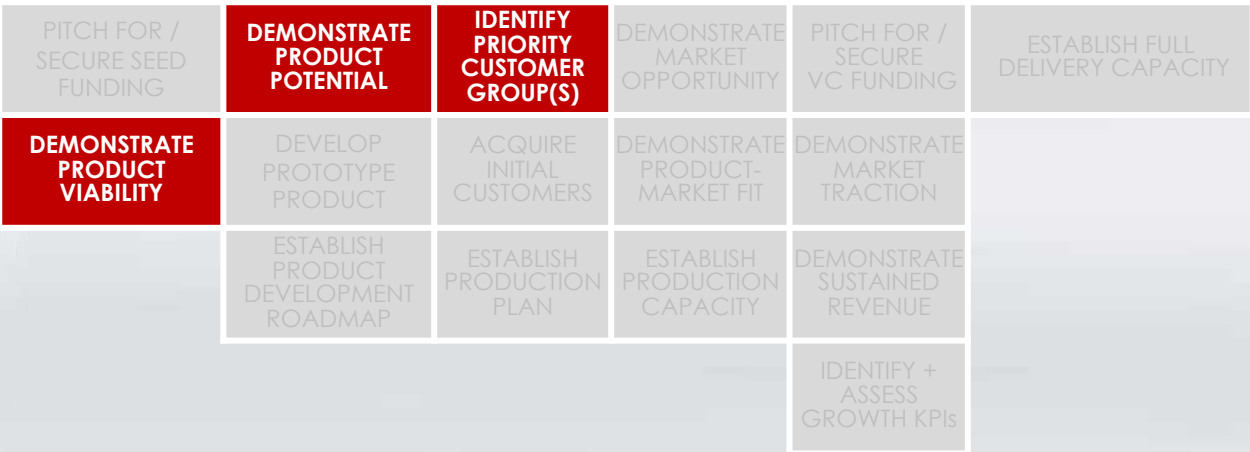
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				IDENTIFY + ASSESS GROWTH KPIs	

Planted Packaging Sustainable, Locally-Sourced Products

Product Alternatives & Product Journey Map for Sustainable Locally-Sourced Food Containers

Planted Packaging Use Cases for Biogas-Based Disposable Materials				
Use Case	Material	Image	Benefits	Challenges
Food-Grade Storage Container	Food-Grade Storage Container	
Hillside	Over-Water Use Metal	
Food / Beverage Food Container	Over-Water Use Metal	
Food-Grade Storage Container	Food-Grade Storage of Milk	
Food-Grade Storage Container	Over-Water Collection of Milk	
Food-Grade Storage Container	Biogas-Based Individual Protective Wear	
Food-Grade Storage Container	Biogas-Based Surface Cleaning	
Food-Grade Storage Container	Biogas-Based Protective Packaging for "Water Packaging"	
Food-Grade Storage Container	Biogas-Based Coasting + Protection	
Food-Grade Storage Container	Protective Paper Alternative	
Food-Grade Storage Container	Biodegradable Protective Packaging	
Food-Grade Storage Container	Anti-Break Component	
Food-Grade Storage Container	Custom Packaging for "Water Packaging"	
Food-Grade Storage Container	Disposable Auxiliary Material	

	PRODUCT JOURNEY MAP						USE CASE: XXXXXX XXXXXXXX	
	ORIGIN		JOURNEY				PRIMARY USE	DISPOSITION (Disposal, Reuse, Recycle, etc.)
	Pre-Production	Production	Origin to Port	Port to Domestic Assembly	Domestic Assembly	Domestic Assembly to Point of Sale		
Description	Material sourcing / harvest							
Actions								
Resources Required								
Key Actors								
Key Stakeholder Groups								
Core Value Exchange								
Social Benefit + Impact								
Primary Interest + Value For End Customer								



Concept | Provide frameworks for product and market prioritization for an early-stage sustainable producer

Purpose | Identify the most promising product alternatives for initial production

Method | Systematic qualitative research to identify, assess and prioritize potential products for initial material production and market development

Outcome | A set of tailored frameworks (right) are used by Planted Packaging to guide strategic prioritization for prototype development and low-rate production

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